SWAMI RAMANAND TEERTH MARATHWAD UNIVERSITY, NANDED

Proposed Synopsis for the Ph. D. Degree in Commerce

SUBMITTED TO

"An Analytical Study on Women Consumer Buying Behaviour towards Online Shopping In Parbhani District"

By

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- **Abstract**

Substantial rise in internet penetration is revolutionising online retailing in emerging markets in general and India in particular. Online shopping has become a way of life for most of the Indians especially working women as well as non-working women

Current population of India is 1.34 billion comprising of 48.5% females and 51.5% males. Women constitute a share of 48.1% in urban population and of 48.6% in the rural population

A buying behaviour pattern of many women has changed their attitude towards fashion as they buy clothes to assure themselves. Women think differently from men because there are sensual, natural and behavioural variations between the brains of men and women. These differences in turn make an impact on their shopping behaviour. Most of the women especially our young generation prefer to buying where there is malicious talk.

- **Introduction**

Online shopping is form of electronic commerce which allows consumer to directly buy goods or service from a seller over the internet using web browser. Consumer find a product of interest by visiting by visiting the website of the retailer directly or by searching among best alternative vendors, which displays the same product availability and pricing at different e-retailers

Online shopping has become a way of life for most of the Indians especially working women. Popular cultures, emerging trends and seasonality have provided unparalleled opportunities for consumers to pick and choose

between different products and services to satisfy their needs and to express their individuality.

With the advent of Internet technology, the nature of online shopping, its evolution has been taking shape and turn dramatically. The Internet is a powerful tool for doing the online shopping. Earlier women afraid to purchase online but the trend is changing from offline shopping to online shopping.

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- ## Facts of E-Commerce in India

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US$ 111.40 billion by 2025 from US$ 46.2 billion as of 2020. By 2030, it is expected to reach US$ 350 billion. By 2022, total e-commerce sales are expected to reach US$ 67-84 billion from the US$ 52.57 billion recorded in 2020. India's e-commerce market is expected to reach US$ 111 billion by 2024 and US$ 200 billion by 2026.

The total retail size in India is 455 billion dollar (Technopak,2012). Out of that organized retail is 34 billion dollar (7 % of all retail) (pwc, 2012). Ecommerce is 10 billion dollar (TechnoPak, 2012). E-retailing is 0.6 billion dollar (0.1% of all retail, 6% of e-commerce) (Forrester, 2012). In India there are 100 crores Wireless subscribers (Forrester, 2012) and 6 crores Smart phone users (Forrester, 2012).There are 145 million Internet users (ComScore, 2013) and they spend 20-25 hours/month in online (McKinsey, 2012). The component of E-Commerce market in India is differentiated in terms of online travel (81.40%), e tailing (5.80%), financial services (5.80%), other online services (4.60%) and digital downloads (2.40%) of total internet users. (IBEF, 2013). As to segregate know the exact figure of male and female, author found that Consumers who do online transaction is 21 million (E&Y), out of that 61% of male and 39% of female

- **Women Share in E-Commerce**

India comprises of around **100 million women** smartphone users out of which **40% shop on e-commerce sites** and platforms. Interestingly, **70% of the online transactions** are executed through a smartphone device. On the other hand, 30% shop through a computer or a tab. In this context, it is important to note that Tier-1 cities fair on a reasonable scale of 53% when compared to tier 2 and tier 3 markets which stand at **47%.**

Another reason that can be highlighted behind the surge of women online shoppers in India is that there is a rapid increase in the number of working women. This gives them liberty to spend lavishly on online shopping. Women online shoppers in the age group of 19 to 26 are one of the most active shoppers, and they comprise **52%** of the total population of online women shoppers. The age group of 26 to 35 of women online shoppers constitutes 20%, whereas, the age group of above 34 categories represents 6%.

With women empowerment and increase in the number of working women, the online shopping sites are increasingly leveraging on these towns and cities to drive growth. For instance, five years ago, many online sites did not have delivery options to many tier 2 cities and towns. Even if they had delivery options, the customers would have to pay the price of the product through online transaction only. However, nowadays, the situation has changed a lot, and an increasing number of e-commerce sites are relying on these tier 2 cities.

It is a commonly observed fact that women in smaller towns aspire to be like their metro counterparts. On the other hand, traditions do play a key role in segregating them as the metro cities have a large number of working women when compared to the tier 2 cities. In this context, it is important to note that the Indian media is a great equalizer. Nowadays, no household in level 2 towns is devoid of television sets. Moreover, newspapers also have a good reach in this tier 2 cities.

In 2016, the global online sales were $2.3 trillion which is anticipated to touch $4.5 trillion in 2021. Similarly, the number of online shoppers in 2016 was around 1.5 billion which is expected to reach 2.2 billion in 2021

The shift in the shopping behavioural patterns of women shoppers from tier 1 to tier 2 cities

- **Women consumer behaviour**

The utilitarian shopping is done by women when she arise need and problem hence utilitarian act as a problem solver shopping for women, while hedonic shopping is done by women just to pass time, fun and enjoyment.

Women tailor their usage of online channels based on availability, immediate needs, size of shopping list, convenience in terms of time spent or geographical distance. Most of female online shoppers use their mobile phone to access the internet at home, so a mobile strategy to offer convenience and flexibility is necessary. The mobile strategy should be integrated into the e-commerce and communication plan via the use of augmented reality, social couponing and mapping/geospatial technologies etc.

With the advent of globalization and increasing proliferation of internet services, the gender role in the traditional Indian patriarchal society is undergoing a sea change. Women now have a significant say in the household affairs even in backward parts of the country. With a shift in the gender role, the Indian woman consumer indeed is changing on a behavioural basis. Interestingly, the brands have now understood this and are firing on all cylinders to attract and retain the women customers from the tier 2 cities and towns. As per a latest KPMG report, the share of online buying from tier 2 and tier 3 towns stood at 55% of the overall transactions.

- **OBJECTIVE OF THE STUDY**

1. To understand the online buying behaviour of female consumer.

2. To find out the perceptions of female consumer buying behaviour towards online shopping

3. To understand the major factor influencing online shopping by female consumer in parbhni district.

4. To analyse and evaluate the online buying pattern of women and their satisfaction level with respect to different goods. For example
    - Cell Phone
    - Apparels
    - Cosmetic
    - Jewellery
    - Grocery

5. To study demographic characteristic of female online shopping.
    - Age
    - Income
    - Occupation
    - Social status

- **Limitation of Study**

  This research work is limited and only useful for parbhani district. The reliability of the study depends on the authenticity of the information supplied by respondents. As the study requires huge data from selected area. The effectiveness of the study through every attempt made to keep the spirit of the objective and research methodology.

  The total female population in parbhani according to 2011 is 8,93,216 (census 2011) My study and research work limited for female consumer in online shopping behaviour in parbhani district and talukas in parbhani which are gangakhed, palam, manwat, pathari, selu, sonpeth, jintur, parbhani and parbhani rural.

  A conceptual framework for total constraint management will be outlined. This study will be conducted between 2016 to 2021

- **Importance of the study**

  The present study has prime significance regarding to the detail study of female consumer buying behaviour of online shopping.

- **Scope of study**

An “Analytical study on female consumer buying behaviour towards online shopping in parbhani district” This study based on to explore different consumer behaviour factor of individual consumer. Different factors are Demographics, socio-financial aspects, innovation and open strategy; culture; sub-culture; reference gatherings; and promoting.

The useful thought processes identify with buyer needs and could incorporate things like time, comfort of shopping on the web, value, the earth of shopping place (for example sofa purchasing), choice of items and so on. The non-useful thought processes relate more to the way of life or social qualities like the brand of the store or item for example.

- **Proposed Hypothesis**

1. There is no significant relation between annual income and women consumer buying attitude factor.

2. There is significant relation between Education, Age and Female consumer buying attitude

- **Sampling Size and Design**

The Simple random sampling method was adopted and total female respondents selected for this study are 100 from Parbhani District. To have representative sample, respondents were chosen from different factors such as Age, Social status, Education, Income and Occupation

The present study related to cover all parbhani district of an analytical study of female consumer buying behaviour towards online shopping. Here we will be used simple random sample method to collect the data. In parbhani district there are 1, 50,650 women, so we considering 1000 female consumer as samples for research purpose.

- **Research Methodology**

Every research work requires a method to complete the research work. The research title is "An Analytical study on Female Consumer Buying Behaviour toward Online Shopping". For this research work I will use different methods such as Questioning, Interviewing like methods. To complete this research work I will also analyse data field survey and compare it with various conditional sources. For this research work I will also get help from primary and secondary sources of data collection. In which-

Primary Data

For the purpose of the study Primary Data will be collected with the help of well-structured questionnaire

Secondary Data

Secondary data will be collected from the Governmental and other Publication, Journals, Published data, Books, Magazines, Articles, Research studies and other relevant documents, Various banks reports and banking websites, Industry annual account reports, Audit reports, Financial reports, Purchase and sale reports etc.

- ## Chapter Scheme

The title of research work is" A Financial Study of Edible Oil Industries in Parbhani District" and to complete this research work I will classify it in to six chapters. The chapter scheme for this research work is will be as follows-

Sr. No	Chapter
1	Introduction
2	Review Of Literature
3	Women Consumer Buying Behaviour in Parbhani District: Introduction
4	Analytical Study of women Consumer Behaviour
5	Study of Women Buying Behaviour

6	Findings, Conclusion and Suggestiond
7	References
8	Questionnaire, Personal Interview

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